

Advertising Reels Considered

UK Voters Favor Sunday Movies

Voters in different sections of England have shown themselves overwhelmingly in favor of Sunday opening of motion picture theatres. Now the hottest controversy occupying the trade papers, the Sunday shows are finding favor with exhibitors and

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More Theatres Being Readied

Construction will start within the next few weeks on a 600-seat theatre in Richmond Hill, Ontario, close to Toronto, on Yonge Street. Owners of the house, which will be ready next summer, are J. J. Fitzgibbons and Edward C. Hill.

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Rank Organization Studying Possibilities In Canada

Advertising reels of various types for showing on the screens of motion picture theatres are under consideration by officials of the J. Arthur Rank Organization in Canada. Such films, which are used extensively in Great Britain, will be made at the Rank-owned Queensway Studios in Islington, Ontario, and be offered to other circuits and independent exhibitors if the result of enquiry into the possibility merits such a venture.

Attempts have been made in the past to distribute such reels under arrangement with exhibitors but vigorous opposition, ex-

(Continued on Page 3)

Trade Bond Aid Draws Thanks

"The ready and sympathetic aid" of the motion picture industry in the Canada Savings Bond drive has drawn an expression of appreciation from those connected with it. Herbert Richardson, assistant to the securities advisor, has written to that effect

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Les Preston Prexy

Manager of the Capitol Theatre, St. Thomas, Ontario, H. L. (Les) Preston was elected president of the Kiwanis Club there.

Memo:

GET tickets for the Ball and Carnival of the Canadian Picture Pioneers at the Royal York Hotel, Wednesday, November 27th, 1946. Ask friends if they would like to join you. It will be the event of the season.

Warners Hallowe'en Party



Members of the Toronto Warner Club, composed of employees of the local branch and of the Canadian district offices of Warner Brothers Pictures, recently celebrated Hallowe'en with a costume party in their clubroom.

Shown in the above picture, from left to right, are Florence "Cowgirl" Burke, Diane "Sinbad" Swanson, Charlotte "Fauntleroy" Batcher, Alf "Malsie" Piggins, Dorothy "Cutie" Small, Peggy "Baby" Shepherd, and Dorothy "Soubrette" Nagel.

Exhibs Still Waiting, Says Spokesman

"We are awaiting further word from the distributors with regard to our difference of opinion about the proposed revision to Clause 18," stated Nat Taylor, head of the committee appointed by the Motion Picture Theatres Association of Ontario to deal with that matter. The committee is acting in co-operation with other Provincial exhibitors' associations which have taken a similar stand.

"Let us hope that their statement, if issued — and we are entitled to one as a matter of common courtesy — will indicate that they are aware of the

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Dorfman Joins UA

Joe Dorfman has joined the Montreal sales staff of United Artists.

Director Assigned

Ray Nazzaro will direct Columbia's "Prairie Raiders."

NFB Signs Contract For Films In Mexico

Canada's National Film Board has signed a three-year contract with the Mexican film company, Clasa Films Mundiales, SA, to distribute Canadian-made films throughout that country.

All technical work necessary to make the films suitable for exhibition in Mexico is done in Mexican laboratories.

Alexander Knox Cast

Alexander Knox will star next in RKO's "Indian Summer."

Ann Sheridan Next

Ann Sheridan's next is Warners' "The Unfaithful."

'Neath Canadian Skies

James Oliver Curwood's famous story is now an outstanding outdoor action film. Made for Screen Guild and measured to boxoffice proportions, it is being distributed by PRC. Russell Hayden and Inez Cooper are supported by a strong cast.

She's a Whiz at making LOVE!

She's a

WOW

*at telling
"whoppers!"*

Boy, what fun, when
Bouncin' Betty fibs her way from
the witness chair to the "hot
seat"! It takes all six feet four
of Sonny to stop all five feet
two of her! Such laffin'! Such
lovin'! Such a picture!

**Betty
HUTTON**

in Paramount's

**"Cross My Heart
Sonny
TUFTS"**

...n hope to die laughing!

*Every Time
she does
this
ALL HECK
BREAKS
LOOSE!*

with

MICHAEL CHEKHOV

**BETTY GOES TO TOWN
WITH THESE HITS:**

"LOVE IS THE DARDEST
THING"

"THAT LITTLE DREAM
GOT NOWHERE"

"HOW DO YOU DO IT?"

Produced by Harry Tugend • Directed by John Berry • Screen Play by Harry Tugend and Claude Binyon
Additional Dialogue by Charles Schnee • Based on a Play by Louis Verneuil and Georges Berr • A Paramount Picture

**MEMO: Canadian Picture Pioneers Ball and Carnival at the Royal York Hotel, Toronto,
on Wednesday, November 27th**

UK Voters Favor Sunday Movies

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distributors, as well as what seems to be the majority of the general public, while chief opposition is coming from churches and the Lord's Day Observance Society.

Results of recent referendums at Formby, Paignton, Spalding, Banbury, Wantage, Alfreton and Llandrindod Wells showed majorities as large as six to one in favor. One notable exception was Bebington, where, with only ten per cent of the electorate casting ballots, continued Sunday opening was rejected by a count of 2,215 to 1,521. The Banbury victory, where those in favor rolled up the greatest count, especially elated proponents of Sunday opening, as that town had been regarded as one of the most puritanical in the country.

How widespread the movement for Sunday cinemas has grown can be judged by a recent statement by Henry Martin, secretary of the Lord's Day Observance Society, that his organization was actively engaged in fighting 25 campaign at the one time. He also said that despite the fact that they have lost every campaign in the past year with one or two exceptions, the society is not discouraged and will continue to fight because it is their belief that the public does not want Sunday movies.

At several places petitions signed by thousands of voters have been submitted asking that cinemas be allowed to keep open on Sundays until such time as a vote can be taken. Latest of these were submitted to the Birkenhead Watch Committee, which agreed to the request, and to the Mangotsfield Urban District Council, which did not.

Backers of Sunday shows point out that such performances tend to keep young people off the streets and out of "pubs" which keep open Sunday. For that reason, they claim, it is endorsed by police and many bishops and parsons. They also show that a good part of the profits of Sabbath shows are contributed to charity, a practise that has become standard. They also maintain that the general rule throughout the country is for such showings to take place from about four in the afternoon to 11 at night and therefore anyone so inclined can still attend church in the morning and see a show in the afternoon.

In Canada, Quebec is the only province to permit Sunday movies.

Advertising Reels Considered Here

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pressed through whistling and stamping of feet, has caused abandonment of the plan. Subjects which drew this type of disapproval were of the blatant variety. It was found that patrons in small rural communities accepted advertising subjects more placidly than those in the cities but even then there was marked objection. At the present time the number of such films included in regular programs is very small.

"Much depends on how enjoyable the film is and how subtly the advertising is offered," said a man who was formerly interested in the field. "Big-city audiences, particularly those with many young people, are quick to recognize advertising and resent it noisily. Small town audiences don't like it either but are more polite. The smaller the community the better chance an advertising film has. The exhibitor welcomes the additional revenue, of course, but these days, when every effort is being made to please audiences through better pictures and additional comfort, it is unlikely that he will take a chance on nullifying good will. However, advertising is a science these days and perhaps an acceptable pattern will be found. More and more advertising is finding its way into Hollywood features, such as the use of articles and phrases identified with certain manufacturers, so the exhibitor might as well get something out of it too."

The subject of commercial films is covered thoroughly in a 20-page multigraphed report gathered for McKim's Advertising Agency, Toronto, by Stewart Gillespie, former theatre man, who heads the company's film division. It is Gillespie's opinion that advertising films will be successful in 35 mm. theatres but he says that "at the present time there is almost a total prohibition of such exhibition." The 16 mm. field has much more to offer clients willing to spend between \$2,500 and \$10,000 per reel, with the National Film Board's rural circuits and urban film libraries providing free distribution of suitable subjects.

The NFB can provide some 700,000 patrons each month. Other means of exhibition are road men working in summer camps and winter resorts, completely sponsored programs and special screenings.

Arrow Films, the report states, charges \$65 per reel to include the subject in its library and \$15 for the trailer. Twelve prints would be necessary for complete coverage.

Distribution rates for 35 mm. minute movies are four dollars per thousand patrons, if "prohibitions are removed and the plan put into operation, which no doubt it will be."

The report by Gillespie is the most informative of its kind ever compiled in the Dominion. More footage is shot for commercial and non-theatrical subjects in the USA annually than in Hollywood. Most of these are for education, sales and promotion for inter-company and inter-industry use rather than for advertising to the public.



Five Year Sentence For Show Holdup

Magistrate Angus W. MacMillan sentenced Gordon A. Thompson, 22, Winnipeg, to five years in Kingston Penitentiary for armed robbery of the Empire Theatre, Windsor, Ontario, on the night of October 26th.

He was captured by Sergeant Phillip Tollafeld, who subdued him after Thompson aimed his gun at him and pulled the trigger twice. The gun did not go off and Tollafeld, after being struck on the head with it, captured him.

Trade Bond Aid Draws Thanks

(Continued from Page 1)

to John J. Fitzgibbons, head of the industry's National Services Committee, and asked that the latter pass on the praise.

"We started this Canada Savings Bond campaign, as you know, with trepidation," wrote Richardson. "We were relieved and delighted when it began to roll; but are beginning to wonder just exactly where it will end. Results to date, however, provide an excellent reason to acknowledge the very substantial help you and your associates have extended in this campaign. In some ways this show was much more difficult than any that went before. We were keen to maintain a procedure in keeping with the times. This policy ruled out much of former strategy that had proved powerful and effective."

The sale has reached more than \$350,000,000 to date. The industry is still doing effective boosting, along with buying.

Theatre Staff Has Annual Banquet

Members of the staff of the Savoy, Glace Bay, Nova Scotia, held their annual dinner after the theatre one night recently, providing their own speakers and entertainment. Dancing followed the dinner.

Present at the affair were Edgar Connors, Audrey Connors, Magdalen MacDonald, Fay Gill, Gordon Roberts, Walter MacKeigan, Margaret Shaw, Julie Gill, Jeannie Gill, Annie Nolan, and Cedric Woodbury. Two other staff members Bob MacKay and Jimmy Morrison were unable to be present.

'Outlaw' Back In BC

"The Outlaw," suspended at the Vogue, Vancouver, was okayed by the British Columbia board of appeal from film censorship.

IA Loses Victoria Arbitration Case

Projectionists of the Royal Theatre, Victoria, lost a dispute related to interpretation of a clause on employment. J. Howard Harman, appointed by the minister of labor, listened to George Wilkinson, union nominee, and Frank Gow, for Famous Players, and ruled in favor of the theatre.

Contract calls for three men in the booth and the union asked for four. According to Wilkinson, the present three were willing to accept pay cuts to make room for a fourth, a war veteran.

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The Big Action
COMES FROM WARNERS!

When their kind of love goes this far... there's no turning back!

IT'S THE NOT-TO-BE-MISSED STORY OF A NOT-TO-BE-PARDONED CRIME!

JOHN GARFIELD · GERALDINE FITZGERALD
an all-or-nothing guy the girl who was all he wanted
"NOBODY LIVES FOREVER"

FROM WARNERS
WALTER BRENNAN · FAYE EMERSON
WITH DIRECTED BY **JEAN NEGULESCO**
ORIGINAL SCREEN PLAY BY W. R. BURNETT · MUSIC BY ADOLPH DEUTSCH

GEORGE COULOURIS · GEORGE TOBIAS

THENTIETH ANNIVERSARY OF TALKING PICTURES

The Big Mystery
COMES FROM WARNERS!

HUMPHREY BOGART · LAUREN BACALL
WARNERS' **"THE BIG SLEEP"**
MARTHA VICKERS · DOROTHY MALONE · HOWARD HAWKS

The Big Musical
COMES FROM WARNERS!

CARY GRANT · ALEXIS SMITH
WARNERS' **"Night and Day"**
IN TECHNICOLOR!!!!

The Big Drama
COMES FROM WARNERS!

BETTE DAVIS
IN A WONDERFUL DOUBLE ROLE!
"A STOLEN LIFE"
WARNER GLENN FORD · DANE CLARK
HIT WITH

The Big Comedy
COMES FROM WARNERS!

DENNIS MORGAN · JACK CARSON
"TWO GUYS FROM MILWAUKEE"

The Big Adventure
COMES FROM WARNERS!

Gary Cooper
IN AN ADVENTURE WITHOUT PARALLEL
"CLOAK AND DAGGER"
WITH ROBERT ALDA · INTRODUCING LILLI PALMER

THE BIG INVITATION OF THE YEAR COMES FROM THE CANADIAN MOTION PICTURE PIONEERS
PIONEERS' BALL...ROYAL YORK, TORONTO...NOV. 27

The Dark Mirror

with Olivia de Havilland, Lew Ayres
Thomas Mitchell

Universal-International 85 Mins.
MASTERFUL DIRECTION, EXPERT SCREEN WRITING, AND A BOX-OFFICE CAST PUTS THIS PSYCHOLOGICAL MURDER MYSTERY INTO THE BONANZA CLASS.

That Robert Siodmak is an artistic, yet commercial interpreter of screenplay entertainment is established anew by the superb direction of his latest murder mystery picture.

Nunnally Johnson deserves two pats on the back for his expert adaptation of a story which was featured in Good Housekeeping Magazine, and for the effective productive quality.

Paralleling the technical accomplishments is Olivia de Havilland's intriguing dual role portrayal of identical twins, and Lew Ayres' delightfully charming manner as a young psychologist who aids in the solution of a murder. Thomas Mitchell also merits special acclaim for pitching his role of detective with honesty and sincerity of purpose.

Dimitri Tiomkin's musical score offers a flavored background to the moods which Siodmak has a knack of achieving through lights and shadows.

The absorbing story deals with an attempt by Ayres and Mitchell to help solve the mysterious stabbing of a prominent physician by breaking through some fool-proof alibis offered by identical twins, one of whom might easily have committed the crime.

Ayres, who had acquired a fondness for one of the twin girls before discovering she had a sister, offers them a salary to become the subjects of a special study he is making on twins. Through a series of tests he discovers one of them is slightly insane and extremely jealous of her sister's romantic interests.

A trap is set whereby one of the girls shows herself to be the killer, and Ayres is then "doubly" sure of the one he really likes.

CAST: Olivia de Havilland, Lew Ayres, Thomas Mitchell, Richard Long, Charles Evans, Garry Owen, Lester Allen, Lela Bliss, Marta Mitrovich, Amelita Ward.

CREDITS: Producer, Nunnally Johnson; Screenplay, Nunnally Johnson; Original story, Vladimir Pozner; Director, Robert Siodmak; Cameramen, Milton Krasner, Duncan Cramer.

DIRECTION, Superb. PHOTOGRAPHY, Excellent.

Buys 'New Mexico'

Producer Irving Allen has bought Trell's "New Mexico."

Mr. Ace

with Sylvia Sidney, George Raft
United Artists 84 Mins.

FAIRLY GOOD DRAMATIC YARN OF A WOMAN IN POLITICS IS A TIMELY OFFERING.

What with the oncoming elections, the alert exhibitor might set up a smart campaign to assist in putting "Mr. Ace" over to good results at the boxoffice. This should be particularly emphasized in utilizing the potentialities of women's clubs.

Yarn's novelty is that it portrays a woman who at first chooses politics as an outlet for her private ambition and subjugates all her fundamental womanly instincts, including marriage, for political ends. When she is defeated by what amounts to subtle blackmail, she makes a comeback and at the price of a powerful political leader's machine, she is elected governor.

Miss Sidney is the wife of a publisher. She is a Congresswoman. By conniving she gets the nomination for governor. Her husband wants a divorce. She says no, his name is to her advantage in her gubernatorial campaign. She attempts to enlist the aid of Raft's organization which is machine politics but beautiful women and politics don't mix, he thinks.

She arranges a private dinner with Raft and a college professor at the latter's home. Raft comes. It proves unrenumerative as far as enlisting Raft is concerned. He takes her home to her lodge where they spend the night, a storm conveniently coming along to keep Raft there. He sleeps on the couch.

One of Raft's henchmen doublecrosses him. Miss Sidney gets the nomination. Raft puts out that he spent the night with her at the lodge. Her husband threatens divorce if she runs. She doesn't, rejects the nomination. Later she gets a divorce.

Then Raft's eyes are opened up to the underlying, fundamental sincerity of Miss Sidney's interest in politics and with the aid of the kindly old professor he in turn doublecrosses his organization and Miss Sidney is duly elected on a reform ticket.

CAST: George Raft, Sylvia Sidney, Stanley Ridges, Sara Haden, Jerome Cowan, Sid Silvers, Alan Edwards, Roman Bohnen, The Flennoy Trio, Joyce Bryant.

CREDITS: Producer, Benedict Bogeaus; Director, Edwin L. Marin; Screenplay, original story, Fred Finklehoffe; Cameraman, Karl Struss.

DIRECTION, Fair. PHOTOGRAPHY, Good.

Renegades

with Evelyn Keyes, Willard Parker,
Larry Parks

Columbia 83 Mins.
SUPERIOR BRAND OF WESTERN ENTERTAINMENT IN TECHNICOLOR IS MANNA FOR ACTION FANS.

Set in the early days of the West, "Renegades" is a savory morsel for those who follow the hellbent-for-leather school of entertainment. This western omelette has been served up with trimmings calculated to excite the eye as well as the taste buds of the action-picture gourmet.

Outspeeding its field, the film is the sort of stuff that stirs an audience to life and keeps its interest engaged even though the story is strictly stock. The yarn has been presented with every regard for the western fans' likes and dislikes, and it allows the thinking apparatus to take a rest since every turn of the plot can be readily foreseen.

What the story lacks in newness it more than makes up in tempo, with every opportunity for exciting action having been taken advantage of. The picture owes a lot to the Technicolor in which it has been dressed. The use of color reduces the offering's faults to a minimum that can be disregarded by all but the most critical of patrons.

The screenplay Melvin Levy and Francis Edwards Faragoh fashioned from the Harold Shumate story makes little attempt at originality, contenting itself with re-working material and situations that have proved favorites of western devotees.

Evelyn Keyes plays a gal who jilts Willard Parker, a dust-eating doctor, to become the bride of Larry Parks, who throws in his lot with his outlaw brothers and father (Edgar Buchanan) when he believes he is to be hanged simply because he is a kin of the brigands. Miss Keyes, who comes to regret her choice, turns to Parker for help in her desperation. When Parks meets a violent end, the doctor and the girl, who is about to become a mother, are reunited.

CAST: Evelyn Keyes, Willard Parker, Larry Parks, Edgar Buchanan, Jim Bannon, Forrest Tucker, Ludwig Donath, Frank Sully.

CREDITS: Producer, Michel Kraike, Director, George Sherman; Screenplay, Melvin Levy, Francis Edwards Faragoh; Based on story by Harold Shumate; Cameraman, William Snyder.

DIRECTION, Good. PHOTOGRAPHY, Good.

Hecht Adapts Story

Ben Hecht will adapt Dan Tothoroh's "Distant Drums."

Two Guys From Milwaukee

with Dennis Morgan, Jack Carson,
Joan Leslie

Warner Brothers 59 Mins.
SPIRITED COMEDY IS POPULAR TYPE OF ENTERTAINMENT THAT WILL GO OVER MORE THAN WELL.

Full of life, "Two Guys From Milwaukee" is crowded with the kind of comedy to which audiences react warmly. The production, consistently entertaining, is popular stuff with a hearty quality about it that is infectious.

The picture brings together a group of players who enter fully into the spirit of the occasion. Chief among them are Dennis Morgan, Jack Carson, Joan Leslie and S. Z. Sakall, with Janis Paige and Tom D'Andrea making an impression in a smaller way. The work of the cast contributes much to the zestfulness of the show.

In "Two Guys From Milwaukee" an old story is told well and interestingly. Let it be said that, familiar as the tale is, it still remains one that audiences rarely tire of having repeated.

In their screenplay Charles Hoffman and I. A. L. Diamond relate colorfully the story of a Balkan prince who sheds his identity on a visit to the United States so that he may be in a better position to observe the American character. He rubs shoulders with the ordinary people, having experiences that are extremely amusing. The fun goes into high gear when he strikes up a friendship with Carson, a taxi driver from whom he acquires a liberal education in the ways of America and Americans. By the time his identity is discovered he has become completely sold on America and democracy. When his people vote for a republic in a plebiscite he is the happiest man in the world. As evidence of how democratic the fellow has become he's ready to take a job selling beer for a Milwaukee brewery. A romance with Joan Leslie, Carson's girl friend, is part of his education in American democracy. The audience is kept guessing who's going to get the gal until the last moment. The winner: Carson.

CAST: Dennis Morgan, Jack Carson, Joan Leslie, Janis Paige, S. Z. Sakall, Patti Brady, Tom D'Andrea, Rosemary DeCamp.

CREDITS: Producer, Alex Gottlieb; Director, David Butler; Screenplay, Charles Hoffman, I. A. L. Diamond; Cameraman, Arthur Edson.

DIRECTION, Good. PHOTOGRAPHY, Good.

Snips, Snaps and Snoops



Notes of a (Nonde)scripter

SAM GLAZIER, FOX EXPLOITEER, is coming along well after an operation at St. Mike's, one of several he's had aimed at bettering his hearing by improving his personal sound equipment. Sam thinks that it was a blow in a boxing bout when he was a youngster which caused the trouble. He's as popular as he's game and the boys and girls hope he wins his gamble . . . Vanguard's Tom Duane was On the Square last week muttering mournfully about the exhibition obstacles to the DOS epic, "Duel in the Sun". . . Paul Maynard used to play football for Notre Dame and never wagers against the team for sentimental reasons. He still has a bad leg as a souvenir. Paul just joined the exclusive New York Athletic Club, where he will stay when in the Big Town . . . Doug Rosen is a headliner at last. He emceed the stag for Irv Fields' son-in-law to be . . . Dewey Bloom must think I'm slower than a poolhall clock when it comes to paying off. I still owe him a lunch for the World Series.

REMEMBRANCE DAY REFLECTION about a young soldier friend: He died, not having lived . . . These are sure boom days for architects. The boys are back wearing their bow ties, following several years of enforced semi-leisure . . . There is no truth in the story that Lascelles V. Porkhead, president of Epitome Productions, has purchased the rights to "The Good Earth" and will remake it as "Of Rice and Men". . . Loveliest description of the dawn is in Hamlet: "But look, the morn, in russet mantle clad, walks o'er the dew of yon high eastward hill." These late fall dawns the trees look silly, like someone locked out in his underwear . . . Sam Fingold's new home has 12 bathrooms—and he's adding another. The way to pay the mortgage, Sam, old pal, is to put nickel meters on each and crowd the place with people . . . Thought: It takes all sorts of people to make a world—and a bad one, at that . . . Owner of the burnt-out Capitol theatre building in St. John's, Newfoundland, is the Total Abstinence Society—so the blaze couldn't have been started by firewater.

COINCIDENCE: An unexpected laugh was raised in the Palace, New Toronto, where "Shock" was on the screen. A call came in for Baycroft, the local undertaker, whose name is known to all, and Martin Bloom flashed "Mr. Baycroft wanted in the office" on the screen just as one of the characters said "We just found the body". . . In Toronto a citizen came across an old silent 35 mm. projector and, being handy, put it in shape. A friend provided an old print that had somehow found its way into his attic. They put on a show in the first man's apartment for the kiddies at Hallowe'en. The film caught fire and was thrown out of the window and onto the street. Unlicensed exhibition is not only illegal but dangerous . . . In "The Best Is Yet," Morris Ernst, famous lawyer, writes "Early I learned that the area of misery is that barren aching gap between one's reach and one's dream."

BRIAN DOHERTY'S AMBITION to revive the legitimate theatre in Canada on a national scale is interesting. He's the author of "Father Malachy's Miracle." If successful they ought to describe it as "Uncle Doherty's Miracle." With legitimate theatre and movie attendance down, the idea seems as perilous as it's laudable. Apparently exhibitors are willing to help. Those legitimate prices are a handicap, though.

I was present on the opening night of "Father Malachy's Miracle" in New York. The year was 1935, I think, and the theatre the St. James. I don't quite remember. But I do remember the scene at the close of the play.

Father Malachy was played by gentle, kindly Al Sheean of Gallagher & Sheean vaudeville fame, who had gone on alone when his partner died. He summoned Doherty from the wings to respond to the enthusiastic audience's cries for the author. Doherty bowed several times to acknowledge the ovation. But the greatest compliment came from Al Sheean, who grasped Doherty's hand.

"Sheean," he said, "and Gallagher."

JAZZ BANDIES: I got an inspiring earful of the music of the coming annual Tribell stage musical the other evening. It has been selected and arranged by Harvey Silver, prize purveyor of things pianological, and laced with lilting lyrics by his talented wife, Sylvia. Trump Davidson who, along with his Queensway band, plays the sweetest music on this side of MCA, is coaching the choral sections of hey-nonny-honeys and laddy-da lads. You radio agency readers, I might add, are passing up something potent when you give the go-by to Trump and his troupe, for he owns the finest musical shorthorn in Canada's fair domain—and that's no wrong steer. Combos whose bluesingularities are different and good are as hard to find these days as the men's room in Havergal.

Sammy Sales and Johnny Shapiro, long-time film biz favorites, will be joined by the irrepressible Lefty Glnsberg and several more in guaranteeing the laughs. This mixing of professional production with pro, semi-pro and amateur talent should provide a first-rate show.

Much has been made of the local resurgence of the drama but home-grown musical comedy, so welcome and so important to our theatre industry of the future, hasn't had much encouragement. The Tribell show is scheduled for January but you might be depriving yourself of a thoroughly enjoyable evening if you don't make a mental reservation now to take it in.

PROVERBIALGE: Many a modern social nostrum is not worth a thinker's damn . . . "I, Simon Meretsky" of Windsor sent a letter to Finance Minister Ilsley that is the talk of the trade. Simon's homely philosophy, which draws on parables and is expressed in baseless English, is always repeated. Once he explained to a general manager why his product wasn't up to the mark. "Two women make a soup by putting in the same vegetables and bones. They do everything the same but one is good and the other isn't. The woman who made the inferior soup forgot the salt and pepper. That's what's wrong with your pictures — no salt and pepper," he said . . . Most exclusive social organization in town is the Goon's Club, which occupies a private room off the beverage salon in a hotel near the district, and caters to a small but select group of film quaffers after five o'clock. Occasionally a member sneaks in his own more potent stuff. El Rancho Brandy?

PUNCH DRUNK KITTY: In "The Verdict," soon for release by Warner Brothers, a cat will be shown lapping up milk punch. Do you remember when O. J. Silverthorne, Ontario censor, criticised "San Antonio" for having a cat lap whiskey on a bar? He said that milk could have served just as well. Maybe "The Verdict" represents a compromise . . . A friend reports a Hallowe'en incident of interest. He noticed two youngsters ringing bells and shouting "Shell out!" Behind them and always just too far away to share the gifts was another but larger masked Hallowe'en celebrant. This one, who maintained a steady silence, was joined by the youngsters for the march from one door to the other, but seemed too grown for that sort of thing. Intrigued, he followed the trio until he discovered the basis of partnership. The larger one was the mother of the other two and, unwilling to deprive the kids of their fun because of possible mishap, dressed up and went along to supervise!

BREVIGNETTES: A Woodstock marquee seems to reflect the uncertainty of the times with "City for Conquest" and "No Time for Comedy". . . Cartoon idea — Two zulus standing in front of a Traveller's Aid booth in the NY Penn station, while bewildered lady in charge is saying "A cousin on Lennox Avenue, you say?" . . . Arthur King, the chocolate eclat who broke up a fudgebuster named Frechette in his most recent ring engagement, is doing a spot of emceeing now and then . . . Izzy Allen is like a gust of wind trapped between tall buildings on a short street—he's likely to come roaring in at you from any direction. . . Honesty may be the best policy but the "best" policy is not always honest, you will learn if you read Edwin C. Gullett's "Life Insurance Without Exploitation."

U.A.

**UNITED ARTISTS
CORPORATION LIMITED**

SALUTES

**THE CANADIAN PICTURE PIONEERS
MOVIE BALL and CARNIVAL**

WED. NOV. 27 at 9 P.M.

ROYAL YORK HOTEL

Ballroom Convention Floor

THE ENTIRE MOTION PICTURE INDUSTRY WILL SALUTE

DAVID O. SELZNICK'S

TECHNICOLOR MASTERPIECE

“DUEL IN THE SUN”

— starring —

- | | | |
|--------------------|------------------|-----------------|
| • JOSEPH COTTEN | • JENNIFER JONES | • GREGORY PECK |
| • LIONEL BARRYMORE | • LILLIAN GISH | • WALTER HUSTON |
| • HERBERT MARSHALL | • TILLY LOSCH | • OTTO KRUGER |
| • CHARLES BICKFORD | • JOAN TETZEL | • HARRY CAREY |

Soon To Be Released

THROUGH

UNITED ARTISTS



GEORGE W. PETERS

Recently elected to the executive committee of Odeon Theatres by the board of directors, of which he is a member. He is secretary of the company and executive assistant to the president.

'Northern Rampart'

"Northern Rampart" is the latest RKO This Is America release.

'If You Knew Susie'

"If You Knew Susie" is the title of the Eddie Cantor-Joan Davis starrer formerly titled "Rich Man Poor Man," on which production is slated to get under way the first week in December.

Exhibits Still Waiting, Says Spokesman

(Continued from Page 1)

justice of the exhibitors' position and will show a willingness to meet again with their representatives in an endeavor to resolve the dispute amicably.

"At least, such a meeting would indicate recognition of the exhibitors' right to have an opinion on a matter which is vital to his existence and have that objection acknowledged and discussed mutually. We have had one meeting but I am sorry to say that it was fruitless."

Meanwhile members of the Canadian Motion Picture Distributors Association were due to meet again and it is assumed that the controversy, the most serious and the broadest one in years, would be discussed. Exhibitors' associations and leading circuit and Independent operators have gone on record as refusing to sign any contracts con-

taining the amended Clause 18, which applies to percentage engagements. The distributors want increased rights to designate as revenue "any and all income," if they so desire, in cases where operating expenses bear on the amount to be returned to the distributor. That is but one of several new privileges, the exhibitors contend.

No public statement of any kind which bears on the controversy has as yet been issued by the distributors independently or through the association.

It was probable, Taylor said, that few exhibitors had bothered to read in its entirety the Canadian License Agreement until the controversy arose. "I happen to have been one of those few because my duties in the past in behalf of exhibitors' associations required it of me. I have also observed the increase in distributors' powers and the consequent reduction in the rights of the exhibitors," Taylor stated. "This was accomplished simply by altering the License Agreement to cover in the future any point lost by arbitration or in court. Since, in the last number of years, we have undoubtedly been operating in a seller's market, the distributors had little trouble doing this."

Failure to protest vigorously has encouraged distributors in that direction. "Any exhibitor who will read and study the License Agreement in its entirety would probably find clauses more potentially dangerous to his rights than even a revised Clause 18."

What seems to be the present attitude of the distributors is not only shortsighted but can have a serious effect on their own welfare in the future, Taylor contended, pointing out the state of the industry in the USA right now.

"Among the letters of support from all parts of the Dominion is one from a prominent independent exhibitor suggesting that the Canadian License Agreement be approved by the Attorney-General of each province and by Ottawa in the same manner as the standard machinery contract and the standard fire insurance policy," he said. "I'm sure the distributors wouldn't care for that. Common courtesy, mutual discussion and amicable compromise are the things that will best enable the industry to continue to rely on self-regulation, rather than attract outside interest in its administration."

Crawley Films Game

Crawley Films Limited, Ottawa, recently filmed a complete game of the Alouette Football Club of Montreal. The team has contracted for the movie in order to study the play both of themselves and their opponents.

To Direct 'Guilty'

John Reinhardt has been signed to direct Monogram's "The Guilty."

Albert Field Dead

Albert Field, superintendent of the Royal Alexandra Theatre, Toronto, passed away recently in his 71st year. A native of England, he was well-known in industry circles for his achievements on patriotic projects during the war years.

Levey In London

Jules Levey of the Hal Roach Studio, is in London, England, to arrange for the British premiere of "New Orleans," which wound up production recently.

Gem, Fairview, Not Sold, As Stated

We are informed by K. E. Purdy of Purdy's Circuit Shows, Edmonton, that the Gem Theatre, Fairview, Alberta, has not been sold.

Completion of arrangements to sell the house to one Sam Laurie of Hussar, Alberta, was reported in the Fairview Post recently and repeated here. Purdy wired a denial, followed by a letter which seemed to imply that he didn't know Laurie.

More Theatres Being Readied

(Continued from Page 1)

Another 1,000-seat theatre will be built in Quebec City as part of a \$500,000 building being planned by a Montreal and Quebec syndicate. The site is on St. John Street and Begin and Rousesau, Quebec architects, are drawing the plans.

Work has started on the \$130,000 Famous Players' theatre on Eglinton Avenue, near Peverill Hill, Toronto. J. A. Facey, Toronto, is the architect and Jules Wolfe is in charge for the company.

Plans have been prepared by Twentieth Century Theatres for a \$50,000 500-seat theatre on Bloor, near Church Street, Toronto.

May 1st may be the starting date for work on the \$100,000 Oshawa, Ontario, theatre for Odeon, to seat 1,000. The same company is receiving tenders for a \$300,000 building with a 1,500-seat theatre on Bank Street, Ottawa and a 1,444 seat house on Dundas Street, Ottawa.

Bidding is still on for the \$150,000, 750-seat Windsor, Ontario house announced by Paramount Windsor Theatres.

Construction may start in six months on Harland Rankin's Alvston, Ontario, theatre, of which 50 per cent of the cost will be subscribed locally. Rankin also has plans for Thamesville, Ontario.

Vancouver City Council refused a permit for a drive-in in Vancouver like the one now at Burnaby, BC.

Warners Buy Book

Warner Brothers has purchased the soon-to-be-published Lester Fuller and Edwin Rolfe story, "The Glass Room."

Variety Meeting

Toronto's Tent 28 of the Variety Clubs of America will hold its last meeting of the year on Thursday December 12th at 6.30 p.m. in the Tudor Room of the Royal York Hotel.

Perkins, 25-Year UK Para Men Honored

Adolph Zukor, chairman of Paramount Pictures, last week officially installed J. E. Perkins as chairman and managing director of Paramount in Great Britain, succeeding David E. Rose, and also initiated 58 members of the organization into the Paramount 25-Year Club, at a banquet held to commemorate the occasions, at which a party of Paramount executives were present.

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Paramount Has 21 Before Lens

Twenty-one pictures now are being readied for the cameras by Paramount and have been assigned to producers, twelve others are in various stages of preparation and seven are before the cameras, marking a high point in production activity. The twenty-one story properties being readied for filming have been assigned to the following producers: Claude Binyon, "The Gauntlet," "The Wonder of It All," Charles Brackett, "Alice Sit By The Fire," Daniel Dare, "Variety Girl," "Gather Ye Rosebuds," "Life Is a Ton of Bricks," Robert Fellows, "The Black Knight," "Dragnet," Harry Tugend, "Blaze of Noon," with a stellar cast including Sterling Hayden, Sonny Tufts, William Holden and William Bendix; Richard Blumenthal, "Eagles Have Flat Feet," Richard Maibaum, "The Innocent Mrs. Duff," "Abigail, Dear Heart," "The Big Clock," "The Great Gatsby," Val Lewton, "The Sainted Sisters," "Make You a Fine Wife," "Instead of The Thorn." The title of the latter will be changed. P. J. Wolfson, "Saigon," "It's Spring Again," and a picture yet to be titled; Harry Gray, an all-star untitled musical. Productions which soon will be assigned to producers include: "Immortal Wife," "Comin' Through the Rye," "Lulu Belle," "Dream Girl," "State of the Union," "A Connecticut Yankee," "End of the World," "Royal Family of Hollywood," "Botany Bay," "The Night Has a Thousand Eyes," "The Vixen," and "The Storm."

The seven productions now in work are "The Emperor Waltz," starring Bing Crosby and Joan Fontaine; the Bob Hope-Dorothy Lamour starrer "My Favorite Brunette," "The Big Haircut," starring Alan Ladd, Dorothy Lamour, Robert Preston and Lloyd Nolan, "Golden Earrings," Ray Milland-Marlene Dietrich starrer; "Dear Ruth," starring William Holden and Joan Caulfield; Cecil B. DeMille's "Unconquered," starring Gary Cooper and Paulette Goddard; and the Hal Wallis production "Desert Town," with a cast headed by John Hodiak, Elizabeth Scott, Burt Lancaster, Mary Astor and Wendell Corey.

New Gable Contract

Clark Gable has signed a new contract with MGM and his first picture under the new set-up will be "The Hucksters" starting January 3rd. "The Day Before Yesterday" and "The Return of Ulysses" will follow.



'Dancing Detective'

Samuel Goldwyn has bought Cornell Woolrich's "The Dancing Detective."

Priorities Okayed

The Films' Council recently recommended in London the authorization of priorities for six million dollars worth of studio construction, which had been licensed since VE Day.

To Revive Legit Is Doherty Idea

Canadian Theatre Enterprise has been formed in Canada by Brian Doherty and associates to bring stage plays to Montreal, Toronto, Ottawa, Hamilton, Vancouver, Victoria, Calgary, Regina, Saskatoon and Brantford, Ontario. These cities have accommodation he says, and in other days were good stage situations.

"We're not going into competition with movie houses," he said in a recent interview with Financial Post. "Our company is promised excellent co-operation in the matter of theatre facilities from major moving picture house groups. Indeed, when we bring cinema stars across Canada in person, it will be good promotion for the pictures in which they appear."

First play to be offered, Oscar Wilde's "The Importance of Being Earnest," will star John Gielgud and has Pamela Brown, Margaret Rutherford and Jane Baxter in the cast. Scene of the Canadian opening will be London on January 23, followed by performances in Montreal and Toronto, after which the play heads for Gotham. Other plays will come from London, Dublin and Paris.

Doherty is the author of the stage version of "Father Malachy's Miracle," in which Al Sheehan starred.

"The professional theatre in Canada is in a pretty bad way," said Doherty. "We hope to do something about it by bringing the best we can find to Canadians. Eventually, we may be able to take things to the next stage, by fostering a professional theatre in Canada. Right now, everything hinges on the success of our first production in January."

Cooper, Lamour In Variety Pic

Four more of Hollywood's top stars, namely Gary Cooper, Alan Ladd, Sonny Tufts and Dorothy Lamour, have recently been added to the 37 already cast in Paramount's musical comedy, "Variety Girl." Based on the history and achievements of the Variety Clubs of America, international showmen's charitable organization, the picture promises to outdo even the lavish extravaganzas of the pre-war period.

As the story of the picture concerns itself with life in Hollywood, many of the stars will appear as themselves. Gary Cooper will do just that for the first time in his long screen career. Alan Ladd will show a new side to his personality when he sings a duet with Dorothy Lamour in an act in the film which is part of a revue put on for a Variety Club convention.

Sonny Tufts will portray a human wolf on the prowl for Mary Edwards, promising young actress, who plays the part of a modern Little Red Ridinghood. Mary Hatcher, portraying the title role, will also appear in the Tufts-Edward specialty number.

Spike Jones and his City Slickers have been signed for the plot as well as for musical purposes and the entire orchestra will be featured as heavies in one sequence.

Other additions include, Glenn Tryon, originally signed as dialogue director and then given an acting part as a New York motion picture executive; Carolyn Butler, former screenwriter making her screen debut as a studio executive's secretary; four noted athletes from the squared circle, Paul Less, Sammy Stein, Frank Hagney and Jack Overman, who will be employees in a Turkish bath sequence; Sterling Hayden, making his first screen appearance in five years; Ann Doran; Gus Taute; and Russell Clarke.

Letter From Hungary Thanks Odeon Donor

Thirteen-year-old Bill Kinloch of Vancouver recently received a letter from Hungary. In it the writer thanked Bill for some canned food that Bill had donated at an Odeon special food matinee held six months ago at the Park Theatre, Vancouver. Bill had written his name and address on the tin.

The writer in thanking Bill stated that it was the first food fit for human consumption he had eaten in 16 months and that it had given him hope to carry on.

"Star Team"

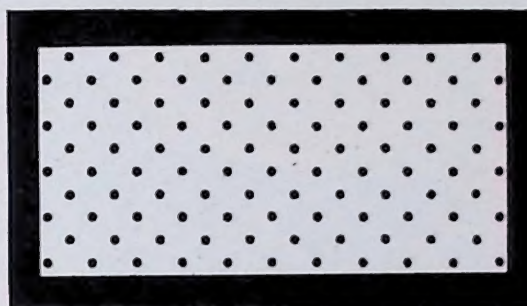
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